

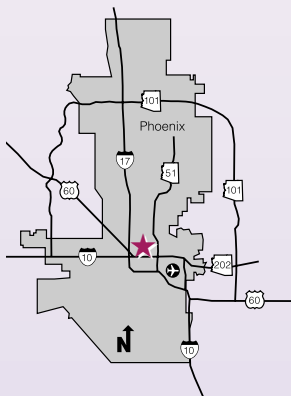


City of Phoenix Employment Center Profile

North Central

North Central Avenue offers an exceptional location in the one of the city's premier office corridors.

This employment center extends from McDowell Rd. north to Camelback Rd. between 7th St. and 7th Ave. North Central Avenue includes high-rise office and residential buildings surrounded by established single family neighborhoods, parks and cultural amenities.



- Access to a large executive and professional workforce
- Advanced telecommunications infrastructure
- Large inventory of office space
- Competitive lease rates
- Superior accessibility to key business and financial services

Labor Force Accessibility and Skills

North Central Avenue offers excellent access to a large portion of the metro area's 1.6 million workers. Approximately 440,000 young, well-educated workers reside within a 30-minute commute.¹ High concentrations of sales and service workers live within a 10 to 20-minute commute. In addition, about 25 percent of the workforce living within a 20-minute commute shed is made up of executives, managers and professionals.²

Projected growth for this area will result in more than 70,000 new residents within a 30-minute commute by 2010, providing a continually expanding labor pool.

¹ Maricopa Association of Governments, 1997. ² Special Census of Maricopa County, 1995.

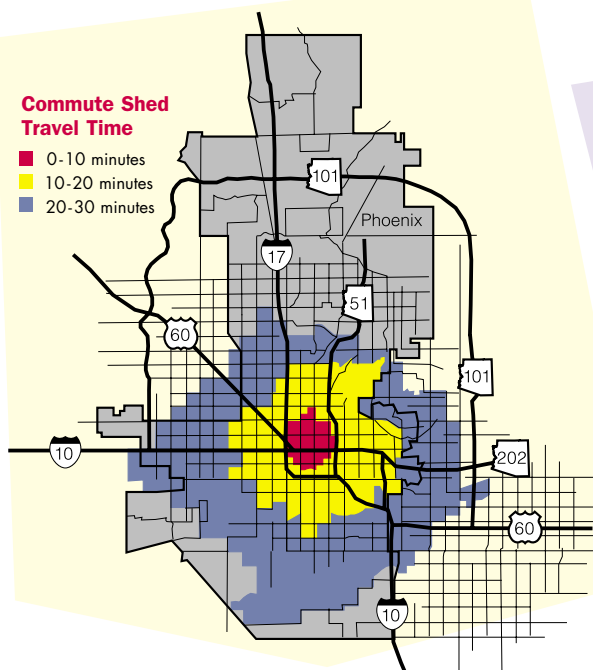
Employment by Occupation

Work Force	10 Min. Commute		20 Min. Commute		30 Min. Commute	
	Number	%	Number	%	Number	%
Executive/Managerial	3,546	14	20,098	12	53,752	12
Professional Specialty	4,414	17	22,126	13	59,164	14
Technical Support	1,187	5	5,716	3	17,992	4
Sales	2,632	10	18,547	11	53,390	12
Clerical & Admin Support	4,694	19	28,787	17	81,537	19
Service Occupations	4,722	19	41,540	24	73,800	17
Precision Production	2,212	9	18,438	11	51,635	12
Machine Operator	1,097	4	9,740	6	26,174	6
Helper/Laborer	842	3	6,929	4	17,616	4
Total	25,346		171,921		435,061	

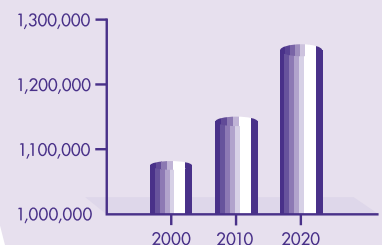
Source: Bureau of the Census; Applied Economics, 2000.

Commute Shed Travel Time

- 0-10 minutes
- 10-20 minutes
- 20-30 minutes



Projected Population 30 Minute Commute Shed



Population	
2000	1,074,302
2010	1,146,093
2020	1,247,346

Sites and Buildings ▼

North Central Avenue offers a large inventory of office and commercial space mixed with a variety of hotel and residential developments. From high-rise office buildings and condominiums to palm tree-lined streets of historic single-family neighborhoods, diversity enhances the appeal of this conveniently located area.

The area has more than 11 million square feet of existing office space. For companies that require build-to-suit space, there are prime commercial high-rise parcels available.

Connectivity ▼

North Central Avenue's advanced telecommunications infrastructure is ideally suited for companies involved in business services, information technology, communications, internet data transfer, network infrastructure, and applications hosting. There are multiple telecommunications/fiber optic providers serving the area and capabilities include complete digital infrastructure, self-healing fiber ring architecture, high-speed data communications and a wide range of enhanced services.

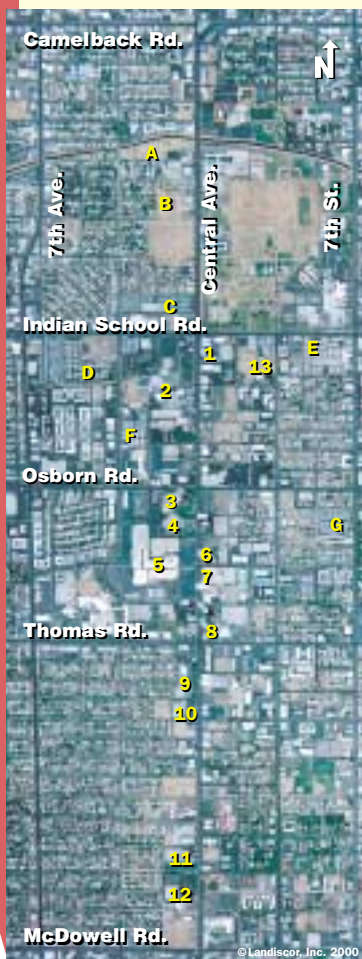
Infrastructure ▼

Abundant and reliable power sources are available from a highly advanced network system that provides redundant feeds from multiple substations.

North Central Avenue provides easy access to a modern network of urban freeways and arterial streets. The area has excellent transit service and will be one of the first areas served by a new light rail transit line that will connect Central Phoenix to Downtown, Phoenix Sky Harbor International Airport and surrounding areas.

For businesses that require convenient air access, Phoenix Sky Harbor International Airport is located just 15 minutes away. The airport is one of the busiest in the U.S. based on passenger traffic, and offers more than 660 non-stop flights to more than 80 domestic destinations and 13 international destinations.¹

1. Airports Council International, 1999.



Major Office Buildings

1. **4041 Central Plaza**
392,000 sq. ft.
Class A Office
2. **City Square**
519,487 sq. ft.
Office
3. **3300 Tower**
357,493 sq. ft.
Class A Office
4. **Great American Tower**
334,660 sq. ft.
Class A Office
5. **Park Central**
848,000 sq. ft.
Mixed-use Office
6. **National Bank Plaza**
303,300 sq. ft.
Class A Office
7. **Phoenix Corporate Center**
541,500 sq. ft.
Office
8. **Phoenix Plaza**
1.4 million sq. ft.
Class A Office
9. **2800 Tower**
362,000 sq. ft.
Class A Office
10. **2600 Tower**
318,580 sq. ft.
Class A Office
11. **Central Park Square**
248,000 sq. ft.
Class A Office
12. **Viad Tower**
483,745 sq. ft.
Class A Office
13. **SwitchX**
282,000 sq. ft.
Telecommunications Facility

Housing Developments

- | | |
|---|--|
| A. Lexington on Central
131 Luxury Apartments | D. The Hawthorne Apartments
276 Luxury Apartments |
| B. Pavilions on Central
240 Luxury Apartments | E. Jefferson at Steele Park
399 Unit Apartment Community |
| C. Jefferson at Central
414 Luxury Apartments | F. Andover Park
155 Gated Apartments |
| G. Acappella Apartments
195 Luxury Apartments | |

Major Area Employers

AT&T Corporation
Catholic Healthcare West
CNA Financial Corporation
Deloitte & Touche LLP
Digital Equipment Corporation
IBM Corporation
PricewaterhouseCoopers
Qwest Communications
Sun America Securities Inc.
U-Haul International
Viad Corporation

Source: Dun & Bradstreet Marketplace, 2000; Maricopa County Rideshare Survey, 2000.

Industry

Business Services
Hospital Administration
Insurance
Accounting & Management Consulting
Computer Sales
Administrative Operations
Accounting & Management Consulting
Telecommunications
Financial Services
Corporate Headquarters
Business Services

Amenities and Attractions ▼

The exciting Phoenix Arts District includes the Phoenix Art Museum and Theater and the internationally renowned Heard Museum of Native American Art. The Steele Indian School Park, located at the northeast corner of Central Avenue and Indian School Road, is currently under design and will attract additional visitors to this historic and cultural area.

Located in the heart of North Central Avenue, Park Central is an 848,000 square foot mixed-use redevelopment featuring offices, retail, restaurants and business-oriented hotels. In addition, there are a number of new luxury apartment developments in the area that provide a variety of housing options for workers and support continued office and retail development.